What about being a student at Boston University most excites you? (250 words)

I am a recovering addict of consumerism. My first pair of Air Jordans led me down a rabbit-hole and from then, my shoe collection grew. Now, I sit back in awe at my reckless spending on material goods. Yet, my experiences inspired me to learn about marketing. At Boston University’s Questrom School of Business, I yearn to form a deeper understanding of the topic and pave the way for me to support my aspirations to be a marketing leader through the course’s expansive curriculum, multitude of resources, and renowned professors.

The marketing program at Questrom will not only provide me with the building blocks of marketing studies necessary to kickstart my career in the industry, but also give me the business acumen to be ready for the modern marketing landscape which now includes digital and technological advancements. I am excited to work with the behavioral lab to attain a better understanding of consumerism, while implementing my interest in psychology to my passion for business. Furthermore, I am excited to learn under experienced figures like Professor Peter Howard who has been successful in Digital Marketing not only through teaching but in practice such as his experience as MD in Accenture or Head of Departments for Staples. Better yet, programs such as Innovate@BU’s Venture Competition allow students to jumpstart concepts into reality. I’ve grown intrigued to see how I may work with others to administer theory into tangible products, which I can learn to apply marketing principles on.

Moreover, the diverse community at BU will allow me to form new connections with peers of different backgrounds and insights in the business world. The balance between the rigorous academic program and plethora of real life application business opportunities at Boston University serve as focal points to why I am ecstatic should I attend BU.